

Wayfinding Sign System

Entering

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VIRGINIA'S HISTORIC TRIANGLE

WILLIAMSBURG

JAMESTOWN ▽ YORKTOWN

Gateway Signs

Welcome

VIRGINIA'S HISTORIC TRIANGLE

WILLIAMSBURG

JAMESTOWN ▽ YORKTOWN

COUNTY OF YORK

MEMORANDUM

DATE: May 5, 2005 (BOS Mtg. 5/17/05)
TO: York County Board of Supervisors
FROM: James O. McReynolds, County Administrator
SUBJECT: Historic Triangle Wayfinding Signs System

COPY

As the Board is aware, for the past several months the County has been participating in the development of a plan for installation of Wayfinding Signs in the Historic Triangle. The purpose of this effort is to provide a coordinated system of signage that will welcome, orient and guide visitors in and around the community. Participants in this effort have been:

Williamsburg
James City County
York County
Virginia Department of Transportation
Colonial Williamsburg Foundation
College of William and Mary
Busch Gardens/Water Country USA
Williamsburg Area Convention and Visitors Bureau
National Park Service
Jamestown-Yorktown Foundation

The signage plan, which was presented at a public forum on March 18th, proposes the installation of different sizes and types of signs, depending on the road along which they are installed (i.e., Interstate, Primary, Secondary, City street, etc.) all with the intent of guiding visitors to the various key attractions and destinations within the Historic Triangle. Drawings of the four sign types are attached.

While the development of the plan for the content and location of the signs has been a collaborative effort, because they will be located in the public road rights-of-way ownership, installation and maintenance will necessarily be the responsibility of the three jurisdictions and VDOT. Under the contemplated arrangement, each jurisdiction would be responsible for funding the cost of fabricating and installing the signs that would be located within its borders. The estimated cost of fabricating the 45 signs that would be located within York County is \$91,300. The FY2006 Budget included \$75,000 as an allocation from the Tourism-designated lodging tax revenues to implement this program. Depending on the actual bid costs for the signs additional allocations may be necessary.

Installation of the signs is an easier matter for the City of Williamsburg since it maintains its street system and has the equipment necessary for such work. James City and York County are not equipped or staffed to handle such an effort and installation in the

counties will have to be accomplished in some sort of partnership with VDOT.

Given the details and cooperative arrangements that will need to be developed to ensure effective implementation of the Wayfinding Sign System, the participants have proposed that the three jurisdictions enter into an agreement that provides for a formal organizational structure. Parties to the agreement would be the three jurisdictions and each would have one voting representative. VDOT would be invited to serve as an ex-officio, non-voting member. A copy of the proposed agreement is attached.

I believe that the proposed organization structure will provide for effective implementation of the Historic Triangle Wayfinding Sign System. Accordingly, I recommend that the Board adopt proposed Resolution No. R05-99, which will authorize me to execute the agreement, subject to approval as to form by the County Attorney.

Carter/3337:jmc

Attachments

- Wayfinding Signs

~~Proposed Agreement~~

~~Proposed Resolution No. R05-99~~